Writing With Intent

Analyze how a proposal matches its purpose, goals, and audience.

12.P.EICC.4.a "Establish a purpose and goals for writing and identify a target audience. (C)"

NAME _____ DATE _____

1 READ AND MARK

Read it twice

YOUR JOB Underline words that reveal the target audience, circle the requested action and each measurable goal, and number two details that explain why this audience can make the decision.

A Proposal for Later Library Hours

(1) Members of the Brookdale School Board, our library closes at 4:00 p.m., although many students remain on campus for activities or wait for rides. I am writing to ask you to pilot library hours until 6:00 p.m. on Tuesdays and Thursdays during the spring semester. This proposal is meant to give students a quiet, supervised place to read, research, and complete assignments. It also offers families a dependable pickup location. Because the board approves staffing and building schedules, you can decide whether a limited pilot is practical before the school commits to a permanent change.

(2) A two-day pilot would let the school measure demand without adding a daily commitment. The goal is for at least 30 students to use the space each open afternoon, recorded through sign-in sheets, and for participating students to report that they completed academic work there. A second goal is to keep the program within the existing activity budget by scheduling one staff member already assigned to after-school supervision. At the end of eight weeks, the board could review attendance, student surveys, and staffing costs. Those results would show whether later hours solve a documented need responsibly.

(3) I recognize that the board must balance this request with safety procedures and other budget priorities. For that reason, the pilot uses only two afternoons, a clear closing time, and data the board can examine. I ask the board to authorize the eight-week trial by February 15 so the library staff can publish the schedule before spring activities begin. If the evidence shows low use or unmanageable costs, the pilot can end. If it succeeds, the board will have specific information, rather than assumptions, for deciding whether to expand the hours next year.

2 ANSWER WITH EVIDENCE

Use the passage

1. Who is the target audience, and what responsibility makes this audience appropriate?

2. What action does the writer want the audience to take?

3. Identify two measurable goals or success criteria for the pilot.

4. How does the writer adapt the proposal to the board's concerns? Use two details from the passage.

3 YOUR TURN

Your own words

Choose a school improvement you want adopted. Write a 90- to 110-word proposal paragraph to a specific decision-making audience. State a clear purpose, ask for an action, and include two measurable goals or success criteria tailored to that audience.

ANSWER KEY

Writing With Intent

GRADE 12 · 12.P.EICC.4.a

PART 1 · READ AND MARK

Underline words that reveal the target audience, circle the requested action and each measurable goal, and number two details that explain why this audience can make the decision. Accept any marking that follows this job and points at the right text.

PART 2 · ANSWERS

#	QUESTION	ANSWER
1	Who is the target audience, and what responsibility makes this audience appropriate?	**The Brookdale School Board, because it approves staffing and building schedules.**
2	What action does the writer want the audience to take?	**Authorize an eight-week pilot of later library hours on Tuesdays and Thursdays.**
3	Identify two measurable goals or success criteria for the pilot.	**At least 30 students use the library each open afternoon, and participating students report completing academic work there. Accept the budget and staffing criterion as another valid answer.**
4	How does the writer adapt the proposal to the board's concerns? Use two details from the passage.	**The writer addresses safety and budget priorities, limits the pilot to two afternoons, uses existing after-school staff, and offers attendance, survey, and cost data for review. Any two details are acceptable.**

PART 3 · YOUR TURN (SAMPLE ANSWER)

To the Brookdale Principal, I request a four-week trial of a student-run device-charging station in the cafeteria. The station would reduce classroom interruptions caused by dead laptops while allowing staff to monitor safe use. By the end of the trial, our goal is to serve at least 25 students each lunch period and reduce office requests for charging cords by 30 percent, using daily logs. I ask you to approve one locked cart and a faculty sponsor by October 1. The results will help you decide whether the program supports learning without creating extra supervision problems.

Accept responses that accurately identify the board, the requested pilot, and evidence of measurable goals. For Part 3, accept varied topics when the response names or clearly addresses a decision-making audience, states a purpose and action, and includes two measurable success criteria.